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PATENT
Attorney Docket No.: 020342-000900US

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

On July 7, 2004

TOWNSEND and TOWNSEND and CREW LLP

By Mina L. McNeill

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Safwan Shah et al.

Application No.: 09/944,626

Filed: August 30, 2001

For: ACTIVE PROFILING SYSTEM
FOR TRACKING AND QUANTIFYING
CUSTOMER CONVERSION
EFFICIENCY

Customer No.: 20350

Confirmation No. 9256

Examiner: Ly, Anh

Technology Center/Art Unit: 2172

AMENDMENT

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Technology Center 2100

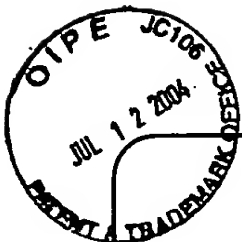
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Sir:

In response to the Office Action mailed April 7, 2004, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 10 of this paper.



41. 2172

PTO/SB/21 (02-04)

TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	09/944,626
Filing Date	August 30, 2001
First Named Inventor	Shah, Safwan
Art Unit	2172
Examiner Name	Ly, Anh
Attorney Docket Number	020342-000900US

Total Number of Pages in This Submission

ENCLOSURES (Check all that apply)

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| <input type="checkbox"/> Fee Transmittal Form
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<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)
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<input type="checkbox"/> Petition to Convert to a Provisional Application
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Change of Correspondence Address
<input type="checkbox"/> Terminal Disclaimer
<input type="checkbox"/> Request for Refund
<input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
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<input type="checkbox"/> Status Letter
<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
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Remarks

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Townsend and Townsend and Crew LLP Patrick M. Boucher	Reg. No. 44,037
Signature	<i>Patrick M. Boucher</i>	
Date	July 7, 2004	

CERTIFICATE OF TRANSMISSION/MAILING

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Typed or printed name
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Signature

Nina L. McNeill

Date
July 7, 2004